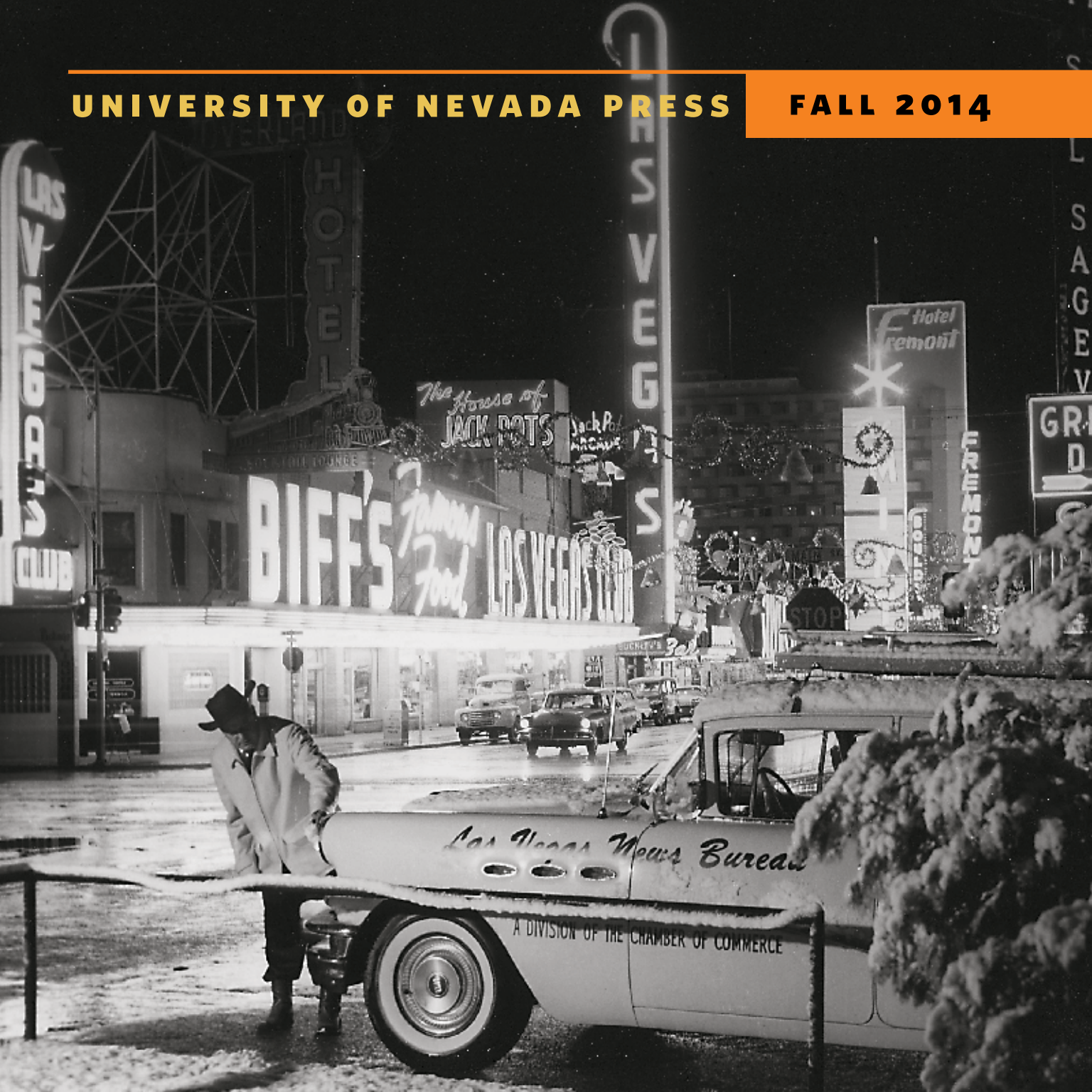
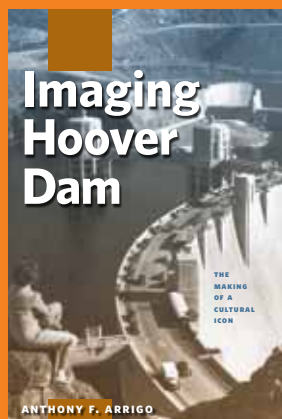
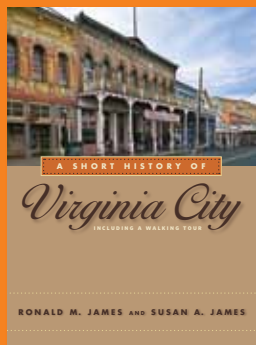
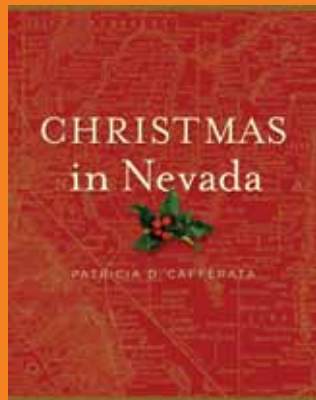


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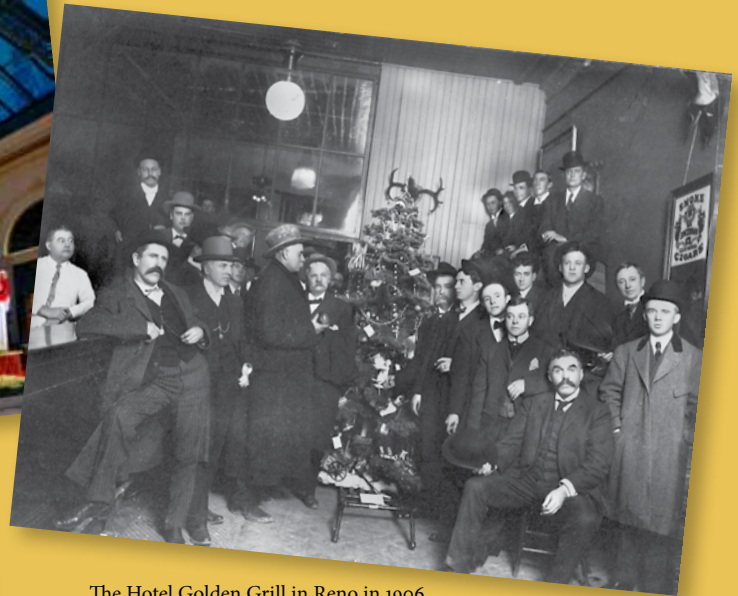
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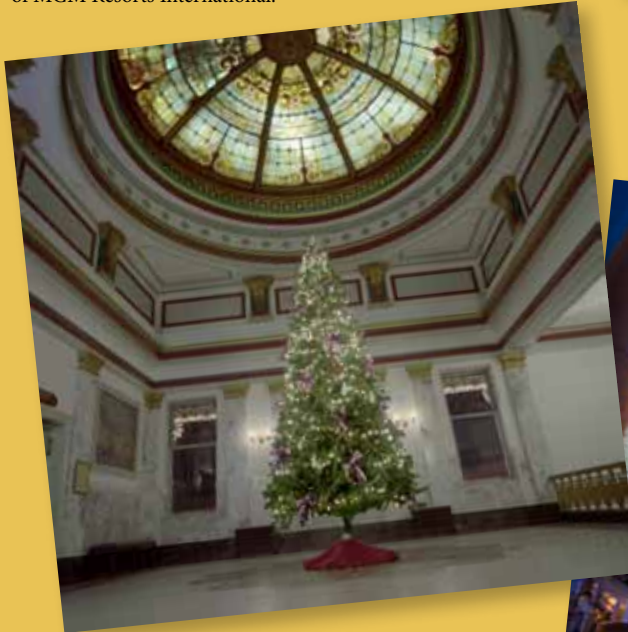
Christmas in Nevada	2-3
PATRICIA D. CAFFERATA	
Reno, Las Vegas, and the Strip: A Tale of Three Cities	4
EUGENE P. MOEHRING	
A Short History of Virginia City	5
RONALD M. JAMES AND SUSAN A. JAMES	
Changing the Game: Women at Work in Las Vegas, 1940-1990	6
JOANNE L. GOODWIN	
Imaging Hoover Dam: The Making of a Cultural Icon	7
ANTHONY F. ARRIGO	
American Indian Educators in Reservation Schools	8
TERRY HUFFMAN	
Water Politics in Northern Nevada: A Century of Struggle, SECOND EDITION	9
LEAH J. WILDS	
Unfit for Marriage:	
Impotent Spouses on Trial in the Basque Region of Spain, 1650-1750	10
EDWARD J. BEHREND-MARTINEZ	
After the Boom in Tombstone and Jerome, Arizona:	
Decline in Western Resource Towns	11
ERIC L. CLEMENTS	
SELECTED BACKLIST	12



Bellagio Las Vegas's Conservatory and Botanical Gardens. Courtesy of MGM Resorts International.



The Hotel Golden Grill in Reno in 1906. Governor John Sparks is seated on the right in front of the tree and crowd. Courtesy of the Nevada Historical Society



Washoe County clerk Amy Harvey's Christmas card of the holiday tree in the Washoe County Courthouse, ca. 2000. Courtesy of Hartung & Dickman Studios.



"Winter in Venice" display in front of the Venetian Las Vegas Resort. Courtesy of the Venetian Las Vegas.

The joy of the holiday season in the Silver State

Christmas in Nevada

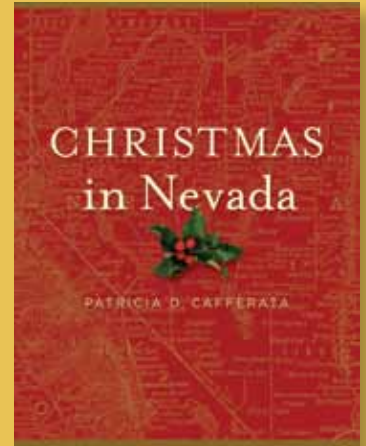
PATRICIA D. CAFFERATA

“Every family has stories about celebrating together and the special place holidays hold in our hearts. In her latest book, Patty Cafferata reminds us of the unique Christmas and holiday traditions of the Nevada family. Her interviews with Nevadans from all corners of the Silver State have provided a glimpse into the shared history we are examining during Nevada’s Sesquicentennial Year. From the lighthearted to the heartwarming, these stories remind us what it means to be a Nevadan.”

—Governor Brian Sandoval

The delightful and touching stories in *Christmas in Nevada* tell how Nevadans have celebrated the holiday, from 1858 to the present day. Some are told by well-known Nevadans, such as Samuel Clemens (Mark Twain), Robert Laxalt, and former governors Bob List and Richard Bryan, but much more of the book shows ordinary Nevadans celebrating in diverse ways the wonders of the season. The range of the state’s ethnic and immigrant heritage is showcased by stories of Basque, Mexican American, Native American, and African American celebrations, along with traditions of Italian, German, Danish, and Serbian origin. Some of the more unusual accounts include the story of three miners trapped underground for forty-five days during the Christmas season, Tonopah’s “Nevergreen” tree, and Reno’s Santa Pub Crawl with thousands of costumed revelers. Through extensive research and personal interviews, Patricia D. Cafferata has created a heartwarming collection of stories, guaranteed to be treasured. Whether Santa arrives on a sleigh in a mining camp in Silver Peak, Esmeralda County, or a zip line down Fremont Street, Las Vegas, *Christmas in Nevada* brings warm memories, excitement, and good cheer.

- Includes a story from each of the state’s seventeen counties
- Illustrated with 57 photographs, many previously unpublished



PATRICIA D. CAFFERATA has served in the Nevada Assembly, as Nevada state treasurer, and as district attorney of Lincoln, Lander, and Esmeralda Counties. She is co-author with her mother of *Barbara F. Vucanovich: From Nevada to Congress, and Back Again*. A lifelong resident of Reno, her columns on local history have been collected in three volumes of *Tales of the Biggest Little City in the World*.

October

224 pages | 7 x 9
57 b/w photographs | 1 map
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e-book | 978-0-87417-950-7

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EUGENE P. MOEHRING, a native of Brooklyn, is professor of history at the University of Nevada, Las Vegas. He is the author of *Resort City in the Sunbelt: Las Vegas, 1930–2000* and *Urbanism and Empire in the Far West, 1840–1890* and co-author of *Las Vegas: A Centennial History*, among other works.

September

296 pages | 6 x 9

9 photographs | 5 maps

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WILBUR S. SHEPPERSON SERIES IN
NEVADA HISTORY

Three metropolitan areas on divergent paths

Reno, Las Vegas, and the Strip

A Tale of Three Cities

EUGENE P. MOEHRING

“Moehring is one of the leading scholars of Nevada history and of urban history. In this book, he combines those two areas in a unique way that only he can. *Reno, Las Vegas, and the Strip* is one of a kind. It is incredibly readable and anyone interested in Nevada will find this a highly interesting work.”

—Michael W. Bowers, author of *The Sagebrush State: Nevada's History, Government, and Politics*

Eugene P. Moehring analyzes the development of Reno and Las Vegas since 1945 with special emphasis on the years after 1970. Major factors that shaped the development of both cities were the growth of corporate gaming and megaresorts and increased personal leisure and affluence. Moehring provides an engaging, informative, and readable history of the divergent paths that Reno and Las Vegas took over the past forty years. Reno, the nation's gambling mecca in the 1950s, led the way, developing the successful tourist economy that Las Vegas later embraced. Through the 1970s the two cities resembled each other greatly, but Las Vegas grew to achieve global significance, while Reno slowly declined, searching for new industries to power its future. Moehring shows that the development of the Las Vegas Strip was crucial to southern Nevada's success. The casinos, hotels, and entertainments of the Strip, and the workers they supported, formed a new urban center ringed by offices, residences, shopping, and a major university. In effect, it became a third metropolis, governed by county commissioners, larger than Reno and Las Vegas combined.

Moehring brings the story of the three cities to the present day, examining lessons learned from the Great Recession and the efforts under way in all three metropolitan areas to diversify their economies. Moehring makes an important contribution with the only current study of Nevada's cities, focusing on urban development issues rather than social history or the gaming industry. As the service economy continues to grow, not only in Nevada but throughout the United States, Moehring's work has many implications for urban studies and particularly the study of urban development in other metropolitan areas.

The fascinating story of Nevada's most historic city

A Short History of Virginia City

RONALD M. JAMES AND SUSAN A. JAMES

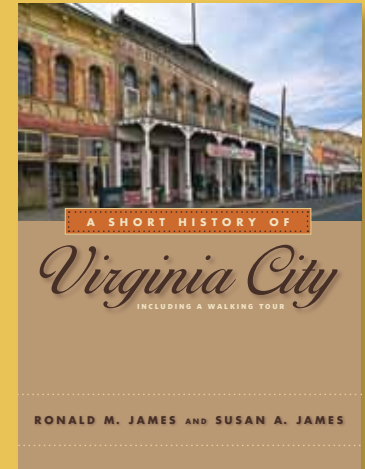
"This book takes us back to the early years of Virginia City and the Comstock Lode, and up to the present, with a wealth of information and with the same loving care [James and James] have given to so much of the Virginia City history they have helped to preserve."

—Michael S. Green, coauthor of *Las Vegas: A Centennial History*

Founded in 1859, Virginia City quickly became world famous for its extraordinary prosperity. Over the next two decades, the mines of "the Richest City on Earth" yielded millions in gold and silver. The newly wealthy built mansions and churches, opera houses and schools, with furniture, fashions, and entertainment imported from Europe and the Far East. Here young Samuel Clemens, reporting for the *Territorial Enterprise* in 1863, first called himself Mark Twain. At its height Virginia City was a magnet for immigrants and the world leader in technological innovations in mining.

The city's story did not end when the Comstock Lode played out. Beginning in the 1930s, bohemian artists, literati, and tourists were intrigued by this remnant of the Old West. The leader of Manhattan's café society, Lucius Beebe, moved here and relaunched the *Territorial Enterprise* in 1950. Television's most popular western from 1959 to 1973, *Bonanza*, located its fictional Ponderosa Ranch nearby. In the summer of 1965, a handful of Bay Area musicians, including Big Brother and the Holding Company, performed at the Red Dog Saloon and launched psychedelic rock, part of the inspiration for a defining decade of youth culture. Today it is both a National Historic Landmark District and a living community. Visitors come to enjoy its saloons and restaurants, admire its architecture, and learn from its museums and exhibits. *A Short History of Virginia City* will enhance their experience and will also be enjoyed by anyone interested in the history of Nevada, mining, and the Old West.

- Includes an illustrated walking tour describing more than thirty buildings and sites



RONALD M. JAMES'S previous publications include *The Roar and the Silence: A History of Virginia City and the Comstock Lode*. He is the executive director of the Comstock Foundation for History and Culture and served as state historic preservation officer for three decades. Author and historian **SUSAN A. JAMES** has been the scholar in residence for Virginia City's Fourth Ward School Museum since 2002. They live in Carson City.

September

168 pages | 6 x 8

61 b/w photographs | 2 maps

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JOANNE L. GOODWIN is professor of history and director of the Women's Research Institute of Nevada at the University of Nevada, Las Vegas, where she was instrumental in developing the Nevada Women's Archive at Lied Library and the Las Vegas Women Oral History Project.

September

240 pages | 6 x 9

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Breaking free of assigned gender roles in the workplace

Changing the Game

Women at Work in Las Vegas, 1940-1990

JOANNE L. GOODWIN

"A wonderful and highly readable addition to the Las Vegas literature, and a significant contribution to our understanding of women, gaming, and corporate power."

—Susan Chandler, coauthor of *Casino Women: Courage in Unexpected Places*

"A valuable and significant contribution to scholarship on women's work in postwar America. Goodwin's analysis draws out the complexity of these women's lived experiences."

—Elizabeth Jameson, author of *All That Glitters: Class, Conflict, and Community in Cripple Creek*

The growth of Las Vegas that began in the 1940s brought an influx of both women and men looking to work in the expanding hotel and casino industries. In fact, for the next fifty years the proportion of women in the labor force was greater in Las Vegas than the United States as a whole. Joanne L. Goodwin's study captures the shifting boundaries of women's employment in the postwar decades with narratives drawn from the Las Vegas Women Oral History Project. It counters clichéd pictures of women at work in the famed resort city as it explores women's real strategies for economic survival and success.

Their experiences anticipated major trends in post-World War II labor history: the national migration of workers during and after the war, the growing proportion of women in the labor force, balancing work with family life, the unionization of service workers, and, above all, the desegregation of the labor force by sex and race. These narratives show women in Las Vegas resisting preassigned roles, seeing their work as a testimony of skill, a measure of independence, and a fulfillment of needs. Overall, these stories of women who lived and worked in Las Vegas in the last half of the twentieth century reveal much about the broader transitions for women in America between 1940 and 1990.

A symbol of American power, crafted by innumerable representations

Imaging Hoover Dam

The Making of a Cultural Icon

ANTHONY F. ARRIGO

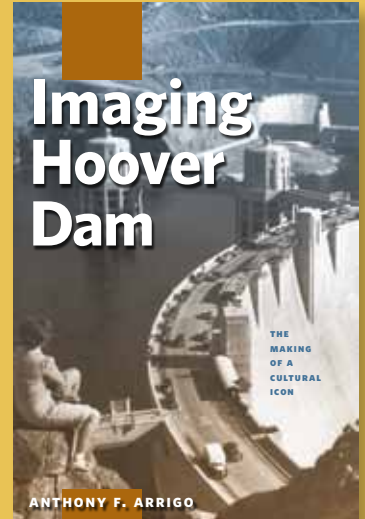
"Arrigo's *Imaging Hoover Dam* makes an important contribution to the field of visual rhetoric. The author's arguments are clear and insightful. Both scholars and general readers in American cultural studies will enjoy this fascinating account of the making of a major icon of industrial modernism."

—Carole Blair, professor, communication studies,
University of North Carolina at Chapel Hill

The mighty Hoover Dam, starting as a dream of land developers and farmers, became the most ambitious civil engineering project of the Great Depression. This landmark in the middle of the Mojave Desert, holding back the largest man-made lake in America, also became, like Mount Rushmore or the Empire State Building, a visual and cultural icon. The power and meanings of this icon came not through a single image but via myriad visual representations, in government propaganda, advertising, journalism, and art. Even before it was built, these images were used to shape the public's perception of the project and frame the dam as the linchpin to an expanding American economic empire in the desert Southwest.

Anthony F. Arrigo has researched a wide array of primary sources and archival materials to trace the project from its earliest representations in illustrations to the documentary photography of its construction and later depictions of the structure in commercial promotions, fine art photography, and paintings. Analyzing Hoover Dam through the trajectory of imagery across several decades, rather than the narrative of its construction, illuminates the underlying cultural and ecological imperatives in the drive to build it, including the influence of religious doctrine and the American agrarian movement. Arrigo also discusses various portrayals of laborers, women, minority groups, nature, and technology in this imagery. In time, the visual icon of power and domination was commercialized to sell cars, vacations, and more.

Imaging Hoover Dam is an important work in both visual rhetoric and media studies. It will also intrigue readers interested in such varied topics as the history of the American Southwest, the Great Depression and the New Deal, social and environmental issues, and American popular culture.



ANTHONY F. ARRIGO is assistant professor of English at the University of Massachusetts, Dartmouth, where he specializes in visual communication, rhetorical theory, and cultural studies.

October

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NEW IN PAPERBACK

*An important study of the work of Native American teachers
in reservation communities*

American Indian Educators in Reservation Schools

TERRY HUFFMAN

“Huffman’s interviews and comprehensive review of the literature on Indian education highlight the effects of pervasive poverty on Indian students.”
—*Choice*

“To my knowledge, no one has tackled this subject to the depth that Huffman has done. I consider this book an immense contribution to the sociology of education and to American Indian studies.”
—MaryJo Benton Lee, author of *Ethnicity Matters:*

Rethinking How Black, Hispanic, and Indian Students Prepare for and Succeed in College

The role of Native American teachers and administrators working in reservation schools has received very little attention, although their work is critical to preparing their students for the future. Utilizing numerous interviews and extensive fieldwork, Terry Huffman shows how they define their roles and evaluate their performance. He examines how they address the complex issues of Native cultural identity that affect their students and themselves and how they cope with the pressures of teaching disadvantaged students while meeting the requirements for reservation schools, including the No Child Left Behind Act.

Personal accounts, including candid comments about their choice of profession and the sometimes harsh realities of reservation life, offer unique insights into the frustrations and rewards of providing a viable education for Native American students. *American Indian Educators in Reservation Schools* demonstrates that these teachers and administrators meet daunting challenges with persistent optimism. Huffman’s study will help educators in other communities whose students are navigating a difficult path out of poverty and discrimination toward a better future.

July

192 pages | 6 x 9.25

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The challenges of sharing a scarce resource

Water Politics in Northern Nevada

A Century of Struggle

SECOND EDITION

LEAH J. WILDS

“This will be required reading for scholars doing research on water in the West, and belongs in any serious research library.”

—Zachary A. Smith, author of *What Is Water Worth: Overlooked Non-economic Value in Water Resources*

“Anyone interested in the future of western rivers should read this book.”

—Daniel McCool, author of *Native Waters: Contemporary Indian Water Settlements and the Second Treaty Era*

In northwestern Nevada, the waters of the Truckee, Carson, and Walker river systems are fought over by competing interests: agriculture, industry, Native Americans and newer residents, and environmentalists. Much of the conflict was caused by the Newlands Project, completed in 1915, the earliest federal water reclamation scheme. Diverting these waters destroyed vital wetlands, polluted groundwater, nearly annihilated the cui-ui and the Lahontan cutthroat trout, and threatened the existence of Pyramid Lake. *Water Politics in Northern Nevada* examines the Newlands Project, its unintended consequences, and decades of litigation over the abatement of these problems and fair allocation of water. Negotiations and federal legislation brought about the Truckee River Operating Agreement in 2008. This revised edition brings the reader up to date on the implementation of the agreement, including ongoing efforts to preserve and enhance Pyramid Lake. The second edition now also includes a discussion of the Walker River basin, following a major project undertaken to address concerns about the health and viability of Walker Lake. The approaches taken to save these two desert treasures, Pyramid Lake and Walker Lake, are offered as models for resolving similar water-resource conflicts in the West. Leah J. Wilds's study is crucial reading for students and scholars of water politics and environmental issues, not just in Nevada but throughout the western United States.



LEAH J. WILDS is associate professor of political science at the University of Nevada, Reno.

November

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*Private lives exposed in early modern Spain***Unfit for Marriage**

Impotent Spouses on Trial in the Basque Region of Spain, 1650–1750

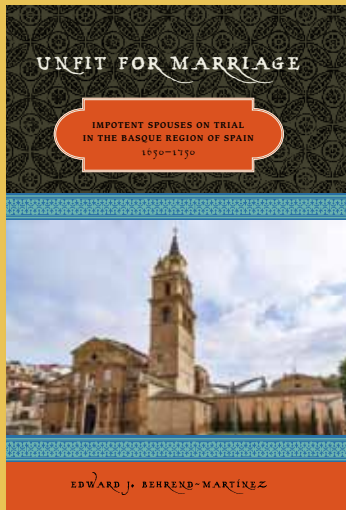
EDWARD J. BEHREND-MARTINEZ

“This book is surprisingly sexy, while at the same time maintaining a dignified and tasteful level of discourse. The author is scholarly, measured, and trustworthy.”

—Stanley H. Brandes, author of *Skulls to the Living, Bread for the Dead: Celebrations of Death in Mexico and Beyond*

The Catholic Church of early modern Europe intended the sacrament of matrimony to represent a lifelong commitment, and it allowed few grounds for the dissolution of an unhappy marriage. One was nonconsummation owing to the sexual impotency of one of the partners. Even then, an annulment was granted only after a church court had conducted a lengthy investigation of the case, soliciting testimony from numerous witnesses as well as from the aggrieved couple, and had subjected the allegedly impotent spouse (and sometimes both spouses) to an intimate physical examination.

Edward J. Behrend-Martinez has studied the transcripts of eighty-three impotency trials conducted by the ecclesiastical court of Calahorra (La Rioja), a Spanish diocese with urban and rural parishes, both Basque and Castilian. From these records, he draws a detailed, fascinating portrait of private life and public sexuality. These trials were far more than a salacious inquiry into the intimate details of other people's lives. The church valued marital sex as a cornerstone of stable society, intended not only for procreation but also for maintaining domestic harmony. Every couple's sex life, however private in practice or intention, was a matter of public and ecclesiastical concern. *Unfit for Marriage* offers vivid accounts of marital sex and the role that property, gender, and personal preference played in marriage in early modern Europe. It is essential reading for anyone interested in social history, sexuality, gender studies, canon law, legal history, and the history of divorce in western Europe.

**EDWARD J. BEHREND-MARTINEZ**

is associate professor of history at
Appalachian State University.

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THE BASQUE SERIES

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What happens when the bonanza ends?

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—*Journal of Arizona History*

"Clements writes with flair and has a penchant for working authentic bits of rustic western vernacular into his text."

—*Journal of American History*

"By consciously choosing and carefully researching a subject that has received little attention from historians, Clements has made an important contribution to the literature."

—*Utah Historical Quarterly*

Focusing on two Arizona towns that had their origins in mining bonanzas, Tombstone and Jerome, Eric L. Clements offers a rare study dissecting the process of bust itself—the reasons and manners in which these towns declined as the booms ended. Tombstone was the site of one of the great silver strikes of the nineteenth century, a boom that started in the late 1870s and was over by 1890. Jerome's copper deposits were mined for much longer, beginning in the 1880s and enduring until the 1950s. But when the mining ended, each town faced its demise. However, the bust involved more than a quick fall into ghost-town status; the process of decline was more complex than superficial histories have indicated. Clements discusses the role of labor unions in trying to stave off collapse, the changing demography of decline, the nature and expression of social tensions, the impact on institutions such as churches and schools, and the human responses to continued economic depression, including numerous strategies to survive and reduce household expenses.

Today, both Tombstone and Jerome have reinvented themselves as twenty-first-century tourist attractions. Historians and students of the American Southwest will value Clements's work, and travelers will gain a deeper understanding of these revived communities.



After the Boom in Tombstone and Jerome, Arizona

Decline in Western Resource Towns

Eric L. Clements

ERIC L. CLEMENTS is professor of history and public history at Southeast Missouri State University and editor of the *Mining History Journal*, the annual journal of the Mining History Association.

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45 b/w photographs | 4 maps

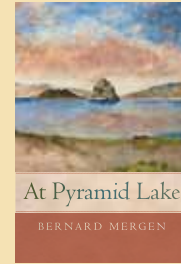
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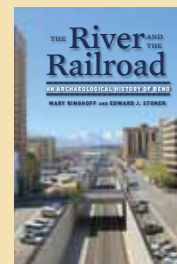
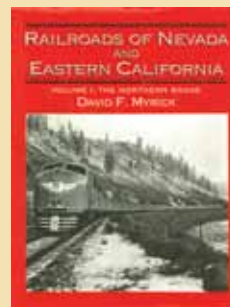
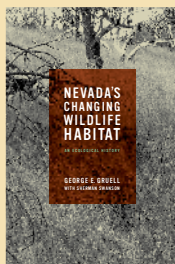
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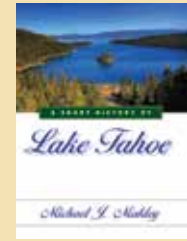
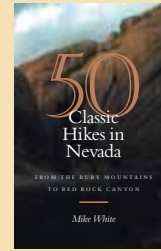
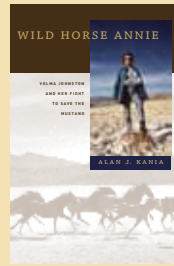
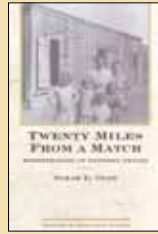
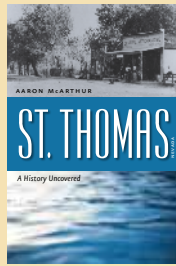
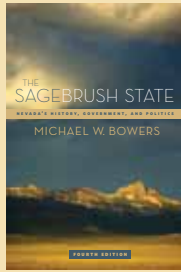
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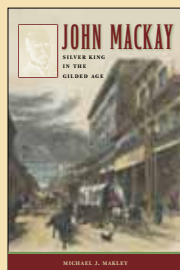
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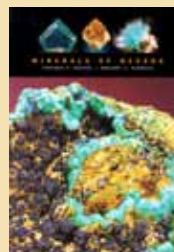
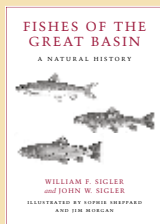
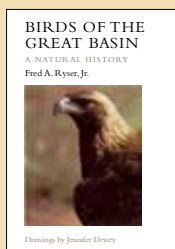
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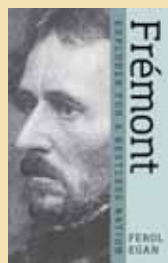
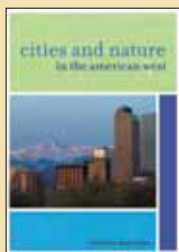
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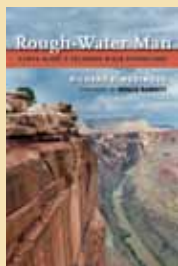
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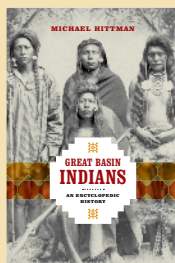
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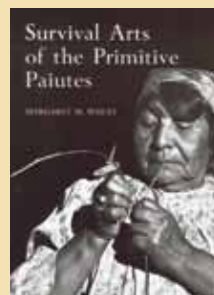
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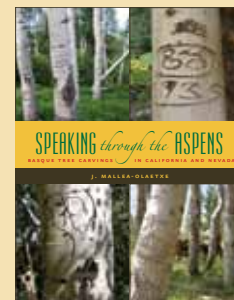
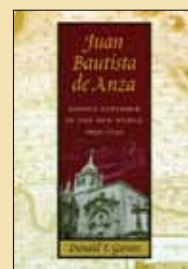
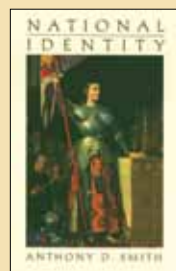
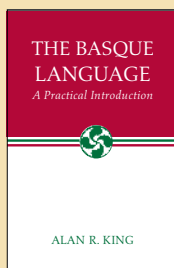
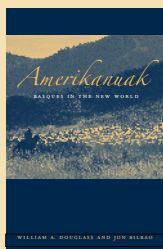
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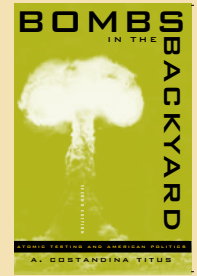
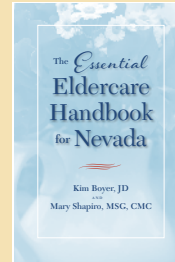
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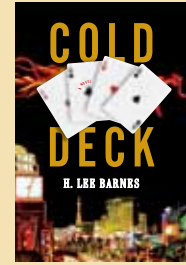
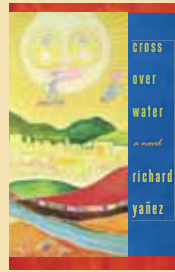
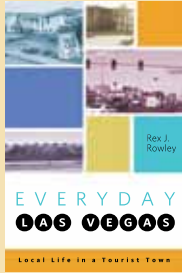
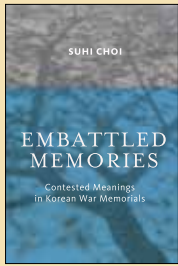
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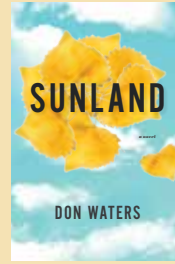
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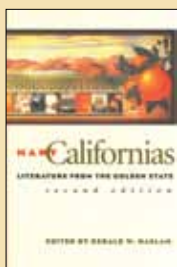
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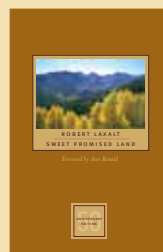
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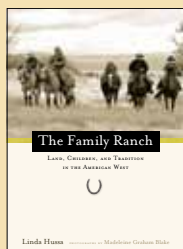
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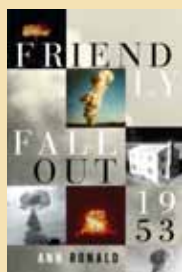
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